

# fashion calendar

FEBRUARY 21,  
1966

RUTH FINLEY, PUBLISHER

TR 9-2343 / ISSUED WEEKLY / 26th YEAR

8 EAST 77th STREET / NEW YORK, N. Y. 10021

JANUARY	JULY
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# FASHION CALENDAR

NOTE: Although listings are repeated until the scheduled date of each event, they frequently incorporate IMPORTANT CHANGES. A CAREFUL CHECK OF EVERY issue will therefore yield maximum use of FASHION CALENDAR to the reader...Ruth Finley, Editor.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING FRIDAY, FEBRUARY 18, 1966</u>			
Feb. 17	TIFFEAU & BUSCH, LTD.--9:30 A.M.--550 SEVENTH AVENUE, 8TH FLOOR, WI. 7-4551.		
Feb. 17	PATTULLO-JO COPELAND--10:30 A.M.--498 SEVENTH AVENUE, 14TH FL., LO. 3-5650.		
Feb. 17	OSCAR DE LA RENTIA--10:30 A.M.--550 SEVENTH AVENUE, 23RD FLOOR, LA. 4-9350.		
Cancelled Feb. 17	GIMBELS PRESS PREVIEW OF MATERNITY FASHIONS, ORIGINALLY SCHEDULED FOR THURSDAY, FEB. 17 AT 10:30 A.M., HAS BEEN CANCELLED.		
Thursday Feb. 17 11:30 A.M.	MISS BERGDORF FASHIONS AT PRESS PREVIEW Preview for the press of Miss Bergdorf fashions. By invitation. ( <u>For Release, Fri., Feb. 18.</u> )	BERGDORF GOODMAN	5TH FLOOR
Feb. 17	GEOFFREY BEENE--12:00 NOON--530 SEVENTH AVENUE, 12TH FLOOR, LW. 4-0454.		
Thursday Feb. 17 1:00 P.M. Luncheon	PREMIERE SHOWING: SUMMER COLLECTION Tzaims Luksus will present his first Summer collection. For press and buyers, by invitation. Contact: 879-2810 or NA. 8-6016.	TZAIMS LUKSUS	37 EAST 50TH STREET WILLIAM BELL STUDIO
Feb. 17	HARVEY BERIN--1:00 P.M.--530 SEVENTH AVENUE, 7TH FLOOR, PE. 6-0206.		
Feb. 17	MAURICE RENTNER--2:30 P.M.--498 SEVENTH AVENUE, 16TH FLOOR, LA. 4-6968.		
Feb. 17	BRANEL--2:30 P.M.--530 SEVENTH AVENUE, 27TH FLOOR, PE. 6-6983.		
Thursday Feb. 17 4:00 P.M. Cocktails	PREVIEW: FALL AND WINTER KNITWEAR Knit ensembles and dresses in silk and wool for Fall and Winter. <u>Show at 4:30.</u> By invitation. Publicity: Ruth Hammer Assoc., 246-4818.	KORRIGAN-PARIS; AVAGOLF OF MILAN	HAMPSHIRE HOUSE THE COTTAGE
Feb. 17	DONALD BROOKS--4:00 P.M.--550 SEVENTH AVENUE, 21ST FLOOR, WI. 7-8235.		
Beginning Thursday Feb. 17	FALL AND WINTER ITALIAN KNITWEAR Continuous showings of knit dresses, two-piece and three-piece costumes, coats, and sportswear, designed by Francesca. By appointment. Contact: MU. 3-2467. Publicity: Rossi-Lack Assoc., TE. 8-0244.	FRANCESCA FOR DAMON	16 EAST 34TH STREET SHOWROOM - 21ST FLOOR
Feb. 18	ALTMAN RELEASE--Micia Junior Knit Dresses for Spring. (No Press Show)		
Feb. 18	TRIGERE--10:30 A.M.--550 SEVENTH AVENUE, 16TH FLOOR, LO. 3-1600.		
Cancelled Feb. 18	COUNTESS ALEXANDER'S SHOWING OF SUMMER COLLECTION, ORIGINALLY SCHEDULED FRIDAY, FEB. 18 AT 12:00 NOON, HAS BEEN CANCELLED. (Opening, Thurs., Feb. 24.)		



DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Just Released	FALL 1966 GLOVE AND MILLINERY COLORS Accessory forecast for Fall 1966, including featured shades, especially in millinery and glove colors. Contact: Midge Wilson, Exec.Dir., MU.5-5881.	THE COLOR ASSOCIATION OF THE U.S., INC.	200 MADISON AVENUE
Sunday Feb. 20 7:00 P.M.- 10:30 P.M.	OPENING: NEW SHOP IN PENNSYLVANIA Gala opening of Mr. & Mrs. Donald S. Leas, Jr.'s new Nana shop. Cocktails, dinner, dancing, and Summer couture fashion show. Special buses leave Delmonico Hotel, Park Ave. & 59th Street at 5:00 P.M., returning at 10:30PM. (Note Change of Date.) By invitation. Publicity: Strong, Cunningham & Ober. Contact: Leslie Cunningham, AG. 9-1000.	NANA SHOP (MONTGOMERY COUNTY, PA.)	PLYMOUTH MEETING SHOPPING MALL
<u>WEEK BEGINNING MONDAY, FEBRUARY 21, 1966</u>			
Feb. 21	GIMBELS' RELEASE--Maternity fashions. (No Press Show)		
Feb. 21	TEAL TRAINA--1:00 P.M.--550 SEVENTH AVENUE, 22ND FLOOR, LA. 4-3520.		
Monday Feb. 21 6:00 P.M.	OPENING: SUMMER COLLECTION Showings daily at 6:00 P.M. By appointment. Contact: PL. 5-2872.	GUSTAVE TASSELL	64 EAST 55TH STREET SHOWROOM - 3RD FLOOR
Beginning Monday Feb. 21	"OFF SEVENTH AVENUE" PANTS ENSEMBLES Daytime-to-evening Summer pants ensemble collection, from 2:00 P.M. to 6:00 P.M., or by special appointment. Contact: Helaine Clark, 477-2725.	SOMETHING A LITTLE BIT DIFFERENT	8 ST. MARKS PLACE
Feb. 21- Feb. 25	BROTHERHOOD WEEK. Contact: National Conference of Christians and Jews, 43 West 57th Street, MU. 8-7530.		
Feb. 21- Feb. 28	ANNUAL ISRAEL FASHION WEEK AT HILTON HOTEL IN TEL AVIV, ISRAEL. Contact: Israel Trade Commissioner in N.Y., L.A., Chicago, Houston, Montreal.		
Feb. 22	WASHINGTON'S BIRTHDAY (Legal Holiday)--Tuesday.		
Feb. 22	TOWNLEY--10:30 A.M.--550 SEVENTH AVENUE, 7TH FLOOR, LO. 4-2155.		
Wednesday Feb. 23 12:30 P.M. Luncheon	COATS AND ENSEMBLES AT LUNCHEON SHOW "The Total Look for Spring"--by Dan Millstein. Barbetta Publicity: Ellen Perl, TE. 2-8212. Reservations (\$5.00): CI. 6-9171.	DAN MILLSTEIN, INC. (205 WEST 39TH STREET)	BARBETTA RESTAURANT 321 WEST 46TH STREET
Feb. 23	TEAL TRAINA--1:00 P.M.--550 SEVENTH AVENUE, 22ND FLOOR, LA. 4-3520.		
Feb. 23	HARVEY BERIN--1:00 P.M.--530 SEVENTH AVENUE, 7TH FLOOR, PE. 6-0206.		
Wednesday Feb. 23 6:00 P.M.	PREVIEW: YOUNG BRITAIN-YOUNG COLONY FASHIONS Preview for press of Altman's Young Britain-Young Colony fashions. By invitation. (For Release, Fri., Feb. 25.) Publ.: Kay Robinson, OR. 9-7800.	B. ALTMAN & CO.	6TH FLOOR YOUNG COLONY SHOP
Beginning Thursday Feb. 24	OPENING OF SUMMER COLLECTION Continuous showings of daytime, cocktail, and evening fashions. By reservation. Contact: CH. 4-5693.	COUNTESS ALEXANDER	530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR



DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday Feb. 24 12:30 P.M. Luncheon	LUNCHEON SHOWING OF SPRING FASHIONS Showing of Spring fashions, by Pattullo-Jo Copeland, available at Bonwit Teller. (Donations of rummage for ASPCA "The Ark Thrift Shop.") Press by invitation. Public by reservation: \$5.00; contact: "Banquet Dept.," PL. 9-3000. Fashion Show Coordinator and Commentator: Mary Alice Rice, PL. 2-5726.	PATTULLO-JO COPELAND (498 SEVENTH AVENUE)	HOTEL PLAZA TERRACE ROOM
Feb. 25	MACY RELEASE--Children's Easter Fashions. (No Press Show)		
Feb. 25	ALTMAN'S RELEASE--Young Britain fashions. (Preview, Feb. 23--See Pg. 2)		
Feb. 28	PARIS PICTURE RELEASE DATE.		
Monday Feb. 28 5:00 P.M.	PRESS SHOWING OF SPRING FASHIONS "Investment is a Woman's World"--Informal modeling of fashions from Best & Co., presented in cooperation with Hayden, Stone (N.Y. Stock Exchange). By invitation. (For Release, Tues., March 1.) Publicity: Joan Powers, PL. 9-2000.	BEST & COMPANY	HUNTINGTON HARTFORD MUSEUM-GAUGUIN ROOM
Tuesday March 1 11:00 A.M.	PRESS PREVIEW: CUSTOM- ORDER FASHIONS Sophie, with the assistance of Stephen Erklin, will present her Spring custom-order collection. By invitation. (For Release, Wed., March 2.) Publicity: Helen O'Hagan, PL. 3-4000.	SAKS FIFTH AVENUE	3RD FLOOR SALON MODERNE
Tuesday March 1 12:15 P.M. Luncheon	PREVIEW: FALL & WINTER FASHIONS-LUNCHEON SHOW Preview for press and buyers of 1966 Fall and Winter fashions in Wyner knits by leading designers. By invitation. For reservations contact: Frances Dushren, Fashion Director, CH. 4-4100.	I.A. WYNER (WYNER KNITS)	1450 BROADWAY SHOWROOM - 10TH FLOOR
Tuesday March 1 3:00 P.M.	PREMIERE SHOWING: NEW KNIT COLLECTION Preview of new Fall knit collection of dresses, suits, and ensembles, designed by Lotte of Paul Parnes International. By invitation. Publicity: Sidney Dee Bloeme, JU. 6-4490.	LOTTE OF PAUL PARNES INTERNATIONAL	498 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
Tuesday March 1 5:00 P.M. Cocktails	PRESS PREVIEW: "THE LISE LOTTE LOOK" Premiere for the press of fashions by young Danish designer, Lise Lotte, who will be present at the showing. By invitation. (For Release, Thurs., March 3.) Publicity: Jill Schoenbach, LO.5-7950, Ext. 515.	STERN BROTHERS	3RD FLOOR LISE LOTTE SHOP
Wednesday March 2 12:30 P.M. Luncheon	CHILDREN'S FASHIONS AT LUNCHEON SHOW Informal showing of Spring-Summer fashions for children. Barbetta Publicity: Ellen Perl, TE. 2-8212. For reservations (\$5.00): CI. 6-9171.	SUZY BROOKS (112 W.34TH ST.)	BARBETTA RESTAURANT 321 WEST 46TH STREET
Thursday March 3 11:30 A.M.	PRESS PREVIEW: CUSTOM- ORDER FASHIONS Preview of Bergdorf Goodman's Spring custom-order fashions, designed by Leslie Morris. By invitation. (For Release, Fri., March 3.) Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	2ND FLOOR SALON



DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday March 3 11:00 A.M.	IMPORTED COLLECTION OF FALL KNITS Preview of Capriel's Fall imported knit collection of coat and dress ensembles, suits, costumes, dresses. <u>Showing followed by luncheon at 12:00 Noon.</u> By invitation. Contact: Arnold H. Arnold or Claire Affens, WI. 7-2170.	CAPRIEL, INC.	498 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
Friday March 4 11:00 A.M. - 3:00 P.M.	PREVIEW: COLOR CAROUSEL AND NEW COSMETIC Open house--preview of Clairol Color Carousel (prior to national tour) and first anniversary celebration of Clairol cosmetic line, including introduction of the latest new cosmetic product. By invitation. Publicity: Ruder & Finn (Jerry Halprin), PL. 9-1800, Ext. 321.	CLAIROL, INC. (1290 AVE. OF AMERICAS)	MAMMA LECNE'S 239 WEST 48TH STREET
Saturday March 5- March 13	FORTY-NINTH ANNUAL INT'L FLOWER SHOW Theme: "Planting Keeps America Beautiful"--46 major gardens, from very formal to backyard gardens. Also, full-size swimming pool surrounded by a garden setting. Hours: March 5-6, 1:00-10:00 P.M.; March 7-12, 10:00-10:00 P.M., March 13, 1:00-7:00 P.M. Admission: Adults--\$2.50; Children--\$1.00. Contact: E.M. Freystadt Assoc., 271 Madison Ave., LE. 2-5960.	N.Y. HORTICULTURAL SOCIETY	N.Y. COLISEUM COLUMBUS CIRCLE
Saturday March 5- March 13	N.Y. COLISEUM ANTIQUES FAIR American, European, and Oriental fads and home fashions of centuries past on display and for sale by more than 140 antiques dealers from 15 states and from England. Hours: 1:00-11:00 P.M. Sundays; 2:00-7:00 P.M. Admission: \$2.00. Contact: PL. 5-9440. Publ.: Mary Osborne, MU. 3-9128.	WESTCHESTER ENTERPRISES	N.Y. COLISEUM COLUMBUS CIRCLE
March 7	LORD & TAYLOR RELEASE--Fashions by Pertegaz. (No Press Show)		
Monday March 7 11:00 A.M.	PRESS PREVIEW OF IMPORT COLLECTION Spring import collection will be previewed by the press. By invitation. (For Release, Tues., March 8.) Publ.: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	2ND FLOOR SALON
Beginning Monday March 7	OPENING OF FALL COLLECTION Fall '66 collection of imported knit fashions. Contact: WI. 7-8130.	NANNETTE INTERNATIONAL	1410 BROADWAY SHOWROOM - 24TH FLOOR
Monday March 7- March 12	SIXTY-THIRD ANNUAL AMERICAN TOY FAIR About 1000 exhibitors will show at the 1966 Toy Fair. (Press conference and luncheon March 7 at 11:30 A.M., by invitation, Overseas Press Club.) Contact: Frank Gavitt, CH. 3-8505.	TOY MANUFACTURERS OF THE U.S.A., INC.	HOTEL NEW YORKER; 200 5TH AVE.; 1107 B'WAY
Tuesday March 8 2:30 P.M. & 4:30 P.M.	CUSTOM-ORDER AND READY-TO-WEAR FASHIONS Two showings of daytime and evening custom collection. Also, ready-to-wear designed by Marianne Spottiswoode, and made in Europe for the boutique collection. By invitation. Contact: Jan Taylor, TR. 9-8965.	MARIANNE SPOTTISWOODE	33 EAST 68TH STREET SALON - 2ND FLOOR
March 9	LORD & TAYLOR RELEASE--Parisienne collection. (No Press Show)		



DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday March 9 11:00 A.M.	PRESS PREVIEW OF CUSTOM-ORDER FASHIONS Mainbocher will present his Spring custom-order fashions at a preview for the press. By invitation. ( <u>For Release, Thurs., March 10.</u> ) ( <u>Note Change of Date.</u> ) Contact: PL. 5-3714. Publicity: Eleanor Lambert, MU. 8-2130.	MAINBOCHER, INC.	609 FIFTH AVENUE SHOWROOM - 8TH FLOOR
Thursday March 10 9:00 A.M. & 12:00 Noon	IMPORT FASHIONS: BREAKFAST & LUNCHEON The Fashion Group Import Committee will present The Import Collections-- Spring, 1966. Commentators: Ethel Frankau and Mary Kay Horrigan, Bergdorf-Goodman. Prices: Breakfast--\$8.00, members; \$15.00, guests. Luncheon--\$10.00, members; \$20.00, guests. Contact: CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	N.Y. HILTON HOTEL BALLROOM
Friday March 11 12:00 Noon Luncheon	PRESS PREVIEW OF IMPORT FASHIONS Macy's will present their import collection to the press. By invitation. ( <u>For Release, Mon., March 14.</u> ) Publicity: Margery Rubin, OX. 5-4400.	MACY'S NEW YORK	13TH FLOOR EXECUTIVE DINING ROOM
Monday March 14 9:30 A.M. Coffee	PRESS PREVIEW: HAUTE COUTURE IMPORTS Ohrbach's will present their haute couture Paris, Italian, Spanish originals and copies to the press. By invitation only: Miss Angela, OX. 5-4000, Ext. 208. ( <u>For Release, Tues., March 15.</u> ) Publ.: Donna Lawson, OX. 5-4000.	OHRBACH'S	5TH FLOOR
Monday March 14 11:00 A.M. & 2:30 P.M.	SPRING-SUMMER CUSTOM- ORDER COLLECTION Two showings by designer Dick Webster in custom-order coats, suits, and dresses for daytime and evening. By invitation. ( <u>Note Change of Date.</u> ) Thereafter by appointment. Contact: Jan Taylor, TR. 9-8965.	DICK WEBSTER	45 WEST 56TH STREET SALON - 4TH FLOOR
Tuesday March 15 11:30 A.M.	SPRING-SUMMER PREVIEW BY TWO DESIGNERS Ready-to-wear fashions by Gigliola Curiel of Milan and Bernard Newman of the U.S. By invitation. ( <u>For Release, Wed., March 16.</u> ) Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	4TH FLOOR
Tuesday March 15 2:00 P.M.	OPENING: EARLY FALL COAT COLLECTION Showing of early Fall coat collection, March 15, 17, 21, 23, 28 at 2:00. By appointment. Contact: Mrs. Jaye Sweedler, BR. 9-8987.	ORIGINALA	512 SEVENTH AVENUE SHOWROOM - 43RD FLOOR
March 17	ST. PATRICK'S DAY (Thursday).		
Thursday March 17 9:30 A.M.	PRESS PREVIEW: IMPORTS AND REPRODUCTIONS Press preview of Alexander's imports and reproductions. By invitation. ( <u>For Release, Fri., March 18.</u> ) Publicity: Rene Hall, OX. 5-4500, Ext. 285.	ALEXANDER'S	500 CLUB 500 SEVENTH AVENUE
Thursday March 17 12:45 P.M. & 5:45 P.M.	CUSTOMER SHOWINGS: HAUTE COUTURE IMPORTS Ohrbach's will present Paris, Italian, and Spanish haute couture originals and line-for-line copies at two showings. First show (celebrity show) 12:45 P.M., by invitation only; second show, 5:45 P.M., open to public. (In Westbury, Friday, March 18, at 12:45 P.M., 2nd floor.) Publicity: Mark Klauser, OX. 5-4000, Ext. 208.	OHRBACH'S	5TH FLOOR



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Saturday March 19 7:30 P.M.	DINNER TO HONOR DUKE OF EDINBURGH Dinner in honor of His Royal Highness the Duke of Edinburgh, K.G. Price: \$150.00 per person. Contact: C.C. Philippe, MO. 1-2320.	THE VARIETY CLUBS INTERNATIONAL	HOTEL AMERICANA
Monday March 21 12:30 P.M. Luncheon	INTERNATIONAL HAUTE COUTURE FASHION SHOW Alexander's International Haute Couture Spring Fashion Show and Champagne Luncheon for benefit of The Boys' Club of New York. Honorary Chairman: H.H. The Duchess of Windsor. Chmn.: Mrs. George F. Baker, Jr. and Miss Rosalind Russell. Fashion show will feature the stars from the forthcoming United Artists film "The Group." Tickets: \$10.00 each. Contact: Boys' Club, 287 East 10th St., GR. 7-8177. Public Relations: Serge Obolensky Assoc., 598 Madison Avenue, PL. 9-6272.	ALEXANDER'S	LEX.AVE.& 58TH ST. 3RD FLOOR
Monday March 21 12:15 P.M.; 5:45 P.M.	CUSTOMER SHOWINGS OF IMPORT FASHIONS Macy's will present their import fashions at two showings, 12:15 P.M. and 5:45 P.M. Open to public. Publicity: Margery Rubin, OX. 5-4400.	MACY'S NEW YORK	3RD FLOOR
Tuesday March 22 12:30 P.M. Luncheon	IMPORTS AND COPIES AT LUNCHEON SHOW Import Spring couture fashions, featuring originals and adaptations. Press by invitation. Public by reservation: \$5.00; contact: "Banquet Dept.," PL. 9-3000. Publicity: Rene Hall, OX. 5-4500, Ext. 285. Plaza Fashion Director: Mary Alice Rice, PL. 2-5726.	ALEXANDER'S	HOTEL PLAZA BALLROOM
Tuesday March 22 3:00 P.M.	PRESS PREVIEW: SPRING-SUMMER COLLECTION Elizabeth Arden will present her Fashion Collection for Spring-Summer 1966, designed in Paris by Antonio del Castillo, exclusively for Elizabeth Arden. By invitation. (For Release, Thurs., March 24.) Publicity: McGeehan & O'Connor, 667 Madison Ave., PL. 9-8150.	ELIZABETH ARDEN	691 FIFTH AVENUE SALON
March 23	LORD & TAYLOR RELEASE--Children's Easter fashions. (No Press Show)		
March 24	ELIZABETH ARDEN RELEASE--Spring fashions. (Preview, March 22--See Above)		
Thursday March 31 12:30 P.M. Luncheon	SPRING AND SUMMER COTTON FASHION SHOW "Collage of Cottons"--Galey & Lord cotton fashions by leading designers. Press by invitation. Public by reservation: \$5.00; contact: "Banquet Dept.," PL. 9-3000. Publicity for Galey & Lord: Rosemary Sheehan, MU. 5-1280. Fashion Show Director: Mary Alice Rice, PL. 2-5726.	GALEY & LORD	HOTEL PLAZA TERRACE ROOM
Thursday March 31 4:30 P.M. Cocktails 5:00 P.M. Show	HEADLINER KNIT FASHION SHOWING Presentation of Headliner Knit Fashions of Creslan--a collection of original fashions created by young student designers for famous personalities in the headlines. The collection is the result of a fashion design project sponsored by American Cyanamid Company and Fair-Tex Knitting Mills. By invitation. Contact: Dorothy Ashton, Sally Dickson Associates; TW. 7-2055.	AMERICAN CYANAMID COMPANY	HOTEL PIERRE RCOF GARDEN
April 10	EASTER SUNDAY		



# 1967

## JANUARY

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